

GW

Good Weekend

The Sydney Morning Herald | THE SATURDAY AGE



Food & Wine Issue

TO BE PUBLISHED ON SATURDAY, FEBRUARY 18, 2012

Packed with great recipes and thought-provoking features *Good Weekend's* annual Food & Wine Issue on February 18 is an essential highlight for our food-loving readers. The first Australian woman to earn a Michelin star, London chef Skye Gyngell, will be on the cover and inside Keith Austin writes hilariously about making his own bacon; Charlotte Wood attempts to eat every part of an animal over the course of a week so nothing is wasted; Nina Karnikowski meets the food bloggers pursuing their passion for food online and John van Tiggelen investigates the future of fish. Plus: Neil Perry serves up a fabulous dinner party menu from entrée to dessert.

Why advertise?

- An opportunity to communicate to a mass, premium audience in Australia's best weekend magazine, reaching more than **1.5 million** readers every week
- Reaching **1.08 million** main grocery buyers
- Reaching **612,000** ABs
- Reaching an audience that spends on average over \$181 on groceries each week

Deadlines

Booking: January 25, 2012

Cancellation: Wednesday, January 18, 2012

Material: Thursday, February 2, 2012

All space is subject to availability.
Early bookings are highly recommended.

FOR ADVERTISING ENQUIRIES OR MORE INFORMATION, PLEASE CONTACT:

NSW 02 9282 3043, VIC 03 8667 2132, SA 08 8210 1122,

QLD 07 3308 1134, WA 08 9423 8903